

COURSE DETAIL

INTERNATIONAL BUSINESS STRATEGY & DEVELOPMENT

Country

United Kingdom - England

Host Institution

University College London

Program(s)

Summer at University College London

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

International Studies Business Administration

UCEAP Course Number

107

UCEAP Course Suffix

S

UCEAP Official Title

INTERNATIONAL BUSINESS STRATEGY & DEVELOPMENT

UCEAP Transcript Title

INTL BUS STRATEGY

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course provides a theoretical and practical overview on the economic "globalization," and the changes in international business over time, in the context of the continuous changing global economy trends. It emphasizes on international business strategy and development by integrating three key concepts. The first one is the international business which approaches business globalization, internationalization, and extroversion theoretically. The second one is strategy which extends the international business concept and theories with critical thinking on which, when, where and how shall be applied best. Furthermore, practical business development models, methods, and frameworks are presented to implement the selected international business strategy. The course covers all types of businesses, from the multinational firm to the start-up, aiming to sustain, develop, or achieve effective and successful international business.

Language(s) of Instruction

English

Host Institution Course Number

ISSU0114

Host Institution Course Title

INTERNATIONAL BUSINESS STRATEGY AND DEVELOPMENT

Host Institution Course Details

<https://www.ucl.ac.uk/prospective-students/summer-school/modules/international-...>

Host Institution Campus

Host Institution Faculty

School of Management

Host Institution Degree

Host Institution Department

Course Last Reviewed

2025-2026

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